

NEW CHECKS AND BALANCES

67227

Revision #: 0 Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Disclaimer:

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Revi	sion Comments:			-								
Line No	Daypart Program	Daypart Code	STN Gross		Mon ur 10/22						Total Spots	-
EKR	C-TV											
26	MTuWThFSaSu 10:00p- 10:35p LOCAL12 NWS@10<	RT V	\$550.00 \	\$467.50 3	0 1	1	1	1	1		5	
		,		Total Spot	s: 1	1	1	1	1		5	
	Total	Cost:	\$2,750.00	\$2,337.50								
	Total											
	0	OCT 12	\$2,750.00	\$2,337.50							5	
										Signature:		



Summary by Station/System

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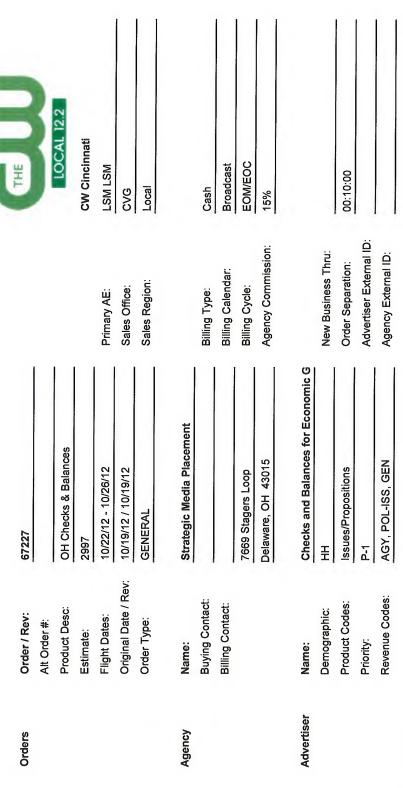
Flight Start Date: 10/20/12 5:00:00 AM Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net PCT
EKRC-TV	5	\$2,750.00 100%	\$2,337.50 100%
Market Total:	5	\$2,750.00	\$2,337.50

CINCINNATI

ORDER



Bill Plan					Totals	
start Date	End Date	# Spots	# Spots Gross Amount	Net Amount	Month	# Spots
0/01/12	10/26/12	5	\$2,750.00	\$2,337.50	October 2012	5
					Totals	гC

Nonth	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$2,750.00	\$2,337.50	0.00
otals	5	\$2,750.00	\$2,337.50	0.00

Account Executives			
Account Executive	Sales Office Sales Region	Sales Region	Start Date / End Date
TSM LSM			Start Of Order - End Of Order
Order Share	Share	Total	
CW Cincinnati	1%	\$2,750.00	

\$275,000.00

100%

Market

Order % 100%

Competitive Share	Share	Total
UNKWN	%89	\$159,500.00
WCPO	%0	\$0.00
WKRC	41%	\$112,750.00
WLWT	%0	\$0.00
WSTR	%0	\$0.00
WXIX	%0	\$0.00

Amount	\$2,750.00	
Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount	11111 :30 5 \$550.00P-1 0.00 NM 5	
Rate Pri	\$550.00P-1	-
Len Spots	:30 5	
e Days	11111	Rating 0.00
Start/End Time	10p-1035p	/eek Rate R 5 \$550.00
	News CM News	Spots/Week 5
Inventory Code	M-F 10p Local 12 News CM 10p-1035p M-F 10p Local 12 News	<u>Weekdays</u> 11111
End	N 1 EKRC 10/22/12 10/26/12 M-F	Start Date End Date 10/22/12 10/28/12
Start	10/22/1	art Date /22/12
Ln Ch Start End	N 1 EKRC	Start Date Week: 10/22/12